

Thomson gets interactive

THOMSON UK HAS INKED A deal with online virtual tour provider 360TravelGuide.com to introduce a raft of high-quality images and content to its websites.

The TUI-owned business has taken two of 360's products to stream online, beginning with Citypack, on its ThomsonFly.com site. A second, Resortpack, will be added shortly to the same site or elsewhere in the Thomson portfolio. The packs are designed to allow users to select specific

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360CITYpack™ Prague, Czech Republic

Old Town Square

Use the arrows to move around

Click camera icons to see views

Click on the locations below to find them on the map. You will also see a Virtual Tour of your chosen area.

Prague Locations	
Old Town Square	Petřín Tower
Astronomical Clock	Royal Summer Palace
Havelská Market	Prague Castle
Venceslava Square	Hradčanský Square
National Museum	St Vitus Cathedral
Czech Bridge	Royal Palace
Letná Park	
Legions Bridge	
Chotek Park	
Old Castle Steps	
Malostranská Square	
Charles Bridge Tower	
Charles Bridge	
Bronze Sculpture	

About Prague

The Czech capital is a city reborn since the Virtual Revolution of 1989.

As you wander through its many squares, you'll find Gothic and Baroque façades sitting shoulder to shoulder, shops nestled under Romanesque arches and stately Renaissance palaces where the champions of the guard will a daily ritual.

locations on a pop-up, interactive map and then view and navigate a 360-degree image of a famous landmark or tourist attraction.

The Citypacks include top European capitals and New York, with the Resortpacks featuring beach destinations in the

Canary Islands, Italian Riviera, Greek Islands and St Lucia in the Caribbean.

360TravelGuide.com director Paul Baderman said the technology used to power the package is not prohibitive to the user, with Flash required to run

the images and a maximum of 300k streamed at any one time.

"This is a great deal. Thomson is trailblazing this area at the moment and this is an exciting time for online travel generally," he added.

The deal is the latest in a line of improvements made to TUI's online offering following the recent inclusion of podcasts, RSS feeds and its groundbreaking deal with Google to feature on the search engine giant's enormously popular Google Earth product.

TUI UK head of new media Graham Donoghue said: "We are delighted to be one of the first to work with 360TravelGuide.com.

"The product is exactly what our customers are demanding, this is just another step for us at Thomson in our efforts to bring travel more to life online."